

## **Remarks**

### **Summary**

Claims 1, 2, 4-8, 10-20, and 22-67 were pending. In the present response, claims 1, 19, 35, 50, and 64-67 are amended. No claims are cancelled or added.

Accordingly, claims 1, 2, 4-8, 10-20, and 22-67 remain pending and under consideration.

### **Allowable Subject Matter**

Applicants thank the Examiner for the indication that claims 5-8, 23, 24, 40, 41, 54, and 55 would be allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims.

### **Examiner Interview**

Applicants thank the Examiner for the courtesies extended to Applicants' representative during a June 16, 2009, telephonic interview during which the outstanding rejections were discussed. No specific agreement was reached, but clarifying amendments to the independent claims were discussed to avoid misinterpretation of the claimed features. Specifically, amendments to clarify the meaning of the term "corresponding" were discussed, but no particular language was agreed to. Amendments in line with the concerns raised are provided herein to clarify that "each pre-specified locator pattern" identifies "a plurality of additional locators of a plurality of additional locations".

### **Claim Rejections – 35 USC 102**

Claims 1, 2, 4, 10-20, 22, 25-39, 42-53, and 56-67 were rejected under 35 USC 102 over US Patent No. 6,401,077 to Godden. Applicants respectfully traverse the rejection in light of the amendments to the claims and the remarks below.

Godden provides for augmenting a web page with certain elements, such as an electronic shopping cart or a button/link to other web pages (see Column 4, lines 14-32). Godden determines which additional web pages may augment the primary web page by referring to a URL/product table mapping each URL to a specific item or location (see

Column 6, line 62 to Column 7, line 19). In Godden, the identified items of interest dictate the additional provided web pages by reference to entries in the table. Thus, the URL/product table operates as a lookup table.

But, Godden does not analyze “a pattern of the locator of the first information page to determine whether the locator satisfies a pre-specified locator pattern, each pre-specified locator pattern identifying a plurality of additional locators of a plurality of additional locations having additional complementary or related information that amplifies information of the first information page, the analyzing including comparing the locator pattern against a plurality of pre-specified locator patterns,” as recited in claim 1.

As defined in claim 1, there are no “pre-specified URL patterns” in Godden, and there is no teaching that “each pre-specified pattern [identifies] a plurality of additional locators of a plurality of additional locations.” This amended language was provided in light of the Examiner Interview as discussed above. In Godden, each specific URL in the table points to a particular location or item.

Accordingly, Applicants respectfully submit that Godden fails to teach each and every element of claim 1 and that claim 1 is therefore patentable over Godden.

Independent claims 19, 35, 50, and 64-67 recite similar elements to those of claim 1. Accordingly, for at least the same reasons, claims 19, 35, 50, and 64-67 are patentable over Godden.

Claims 2, 4-8, 10-13, 16-18, 20, 22-28, 31-34, 36-45, 48, 49, 51-59, 62, and 63 depend from claims 1, 19, 35, and 50 incorporating their elements, respectively. Thus, for at least the same reasons above, Applicants submit that claims 2, 4-8, 10-13, 16-18, 20, 22-28, 31-34, 36-45, 48, 49, 51-59, 62, and 63 are patentable over Godden.

**Conclusion**

In view of the foregoing, Applicants submit that all pending claims are in condition for allowance. Accordingly, a Notice of Allowance is respectfully requested. If the Examiner has any questions concerning the present paper, the Examiner is kindly requested to contact the undersigned at (503) 796-2844. If any fees are due in connection with filing this paper, the Commissioner is authorized to charge the Deposit Account of Schwabe, Williamson and Wyatt, P.C., No. 50-0393.

Respectfully submitted,  
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